

AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

Claims:

1-71. (Cancelled)

72. (New) A method implemented by a server coupled to a television set-top terminal ("STT") via a bi-directional communication network, the method comprising the steps of:

receiving a request from the STT for a motion video presentation;
establishing a dedicated network session between the sever and the STT;
providing the motion video presentation to the STT via the established network session;
suspending the provision of the motion video presentation responsive to a first user input;
and
providing a promotional motion video presentation to the STT responsive to the first user input.

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73. (New) The method of claim 72, wherein the promotional motion video presentation is provided a predetermined amount of time after the first user input is received.

74. (New) The method of claim 72, further comprising suspending the promotional motion video presentation responsive to any of a plurality of user inputs corresponding to a plurality of respective user input keys.

75. (New) The method of claim 72, further comprising resuming presentation of the motion video presentation responsive to a second user input.

76. (New) The method of claim 72, wherein the promotional motion video presentation is a video-on-demand presentation.

77. (New) The method of claim 72, wherein the promotional motion video presentation comprises a portion of a different motion video presentation than the motion video presentation, the different motion video presentation being available for rent via a device that is providing the motion video presentation.

78. (New) The method of claim 72, wherein the motion video presentation is a rented video-on-demand presentation.

79. (New) The method of claim 72, wherein the STT is uniquely identified by a media access control (MAC) address.

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80. (New) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, the STT comprising:

memory having program code stored therein; and

at least one processor that is programmed by the program code to enable the STT to:

request a motion video presentation;

establish a dedicated network session with the sever;

provide the motion video presentation to a user via the established network session;

suspend the provision of the motion video presentation responsive to a first user input; and

provide a promotional motion video presentation to the user responsive to the first user input.

81. (New) The STT of claim 80, wherein the promotional motion video presentation is provided a predetermined amount of time after the first user input is received by the STT.

82. (New) The STT of claim 80, wherein the at least one processor is programmed by the program code to enable the STT to suspend the promotional motion video presentation responsive to any of a plurality of user inputs corresponding to a plurality of respective user input keys.

83. (New) The STT of claim 80, wherein the at least one processor is programmed by the program code to enable the STT to resume presentation of the motion video presentation responsive to a second user input.

84. (New) The STT of claim 80, wherein the dedicated network session is a video-on-demand (VOD) session.

85. (New) The STT of claim 80, wherein the promotional motion video presentation is provided via a video-on-demand (VOD) session.

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contd* 86. (New) The STT of claim 80, wherein the promotional motion video presentation comprises a portion of a different motion video presentation than the motion video presentation, the different motion video presentation being available for rent via the STT.

87. (New) The STT of claim 80, wherein the promotional motion video presentation comprises a portion of the motion video presentation.

88. (New) A television set-top terminal ("STT") comprising:

means for providing a motion video presentation;

means for suspending the provision of the motion video presentation responsive to a first user input; and

means for providing a promotional motion video presentation responsive to the first user input.

89. (New) The STT of claim 88, wherein the promotional motion video presentation is provided a predetermined amount of time after the first user input is received.

90. (New) The STT of claim 88, further comprising means for suspending the promotional motion video presentation responsive to any of a plurality of user inputs corresponding to a plurality of respective user input keys.

91. (New) The STT of claim 88, further comprising means for resuming presentation of the motion video presentation responsive to a second user input.

92. (New) The STT of claim 88, wherein the promotional motion video presentation is provided via a video-on-demand (VOD) session.

93. (New) The STT of claim 88, wherein the motion video presentation is provided via a video-on-demand (VOD) session.

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94. (New) The STT of claim 88, wherein the promotional motion video presentation comprises a portion of a different motion video presentation than the motion video presentation, the different motion video presentation being available for rent via a device that is providing the motion video presentation.

95. (New) The STT of claim 88, wherein the promotional motion video presentation comprises a portion of the motion video presentation.

96. (New) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, said STT comprising:

memory having program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive merchandise advertising data associated with a plurality of motion video presentations;

provide the merchandise advertising data to a user via a television signal;

receive user input corresponding to one for the plurality of motion video presentations;

establish a dedicated network session with the sever for receiving said one of the plurality of motion video presentations;

receive said one of the plurality of motion video presentations over the dedicated network session; and

provide said one of the plurality of motion video presentations to the user.

97. (New) The STT of claim 96, wherein said merchandise advertising data comprises graphics.

98. (New) The STT of claim 96, wherein said merchandise advertising data corresponds to merchandise being provided by an entity other than an entity that is providing the motion video presentation.

99. (New) The STT of claim 96, wherein said at least one processor is further programmed by the program code to enable trick-mode functionality to be implemented in connection with said one for the plurality of motion video presentations

100. (New) The STT of claim 96, wherein said merchandise advertising data is received over a first communication channel and the motion video presentation is received over a second communication channel that is different from said first communication channel.

101. (New) The STT of claim 100, wherein the first and second communication channels correspond to a same type of communication channel.

102. (New) The STT of claim 100, wherein each of the first and second communication channels is a radio-frequency channel having a specified center frequency.

103. (New) The method of claim 100, wherein data carried via each of the first and second communication channels is modulated via quadrature amplitude modulation (QAM).

104. (New) The method of claim 96, wherein said merchandise advertising data are cyclically transmitted to the STT via a broadcast file system.

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105. (New) A method implemented by a television set-top terminal ("STT") comprising:
providing a rented motion video presentation to a user;
suspending the provision of the rented motion video presentation responsive to a first user input; and
providing a promotional motion video presentation to the user responsive to the first user input.

106. (New) The method of claim 105, wherein the promotional motion video presentation is provided a predetermined amount of time after the first user input is received.

107. (New) The method of claim 105, further comprising suspending the promotional motion video presentation responsive to any of a plurality of user inputs corresponding to a plurality of respective user input keys.

108. (New) The method of claim 105, further comprising resuming presentation of the rented motion video presentation responsive to a second user input.
